



CONTROL4 SMART LIGHTING SOLUTIONS DEMO

WHY SELL SMART LIGHTING

Adding smart lighting to an automation project is one of the most significant opportunities to expand your business with the projects that you are already doing. Smart lighting is more than just controlling the lights; it's about simplifying and improving the homeowner's lifestyle.

- Every smart home customer is a potential smart lighting customer. You already have the clients, now show them the benefits of smart lighting. It's easy!

Make sure they know:

- Never go home to a dark house again.
- Get peace of mind knowing your home looks lived in when you are away.
- Turn off ALL the lights with a single press as you run out the door.
- Don't let your lights get left on for hours at a time (or all day).
- Set the perfect lighting level for everything—romantic dinners, parties, relaxing, cleaning.
- It's more than controlling lights; manage and control music, TV, security systems, etc., and check the status of locks, garage doors, cameras, and more.
- Start small with a keypad or a couple of dimmers in critical areas. Many dealers have found that customers who experience the benefits of smart lighting will want more of it.
- Our newest lighting products offer a perfect starting point for those either not sold on smart lighting or it's not quite within their budget. It's also perfect for those wanting to add smart functions to more rooms.

DEMONSTRATION PREPARATION

We've made it easy for you to demonstrate the benefits of smart lighting in your showroom. The following demo script provides simple product demonstrations, along with product recommendations and programming examples.

Prepare for each demo by getting to know your customer, their lifestyle, and understand what they want out of their smart home. A few simple questions will help you tailor the product demonstration to showcase features that meet their needs. If you know of smart products that they already have or are planning to install in their home (i.e., Amazon Echo or Google Assistant), think about incorporating those into the demo as well.

- Do you have children? If so, how many? What are their ages?

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- Do you frequently have visitors/guests in your home?
 - Do you watch movies at home?
 - Do you listen to music? What do you listen to—personal music collection, streaming audio, or both?
 - How frequently do you travel? Would you like to monitor and control your home while traveling or away?
 - Is your home a single or multi-story building?
 - Would you like to be able to do some simple programming yourself using When>>Then, or would you prefer to leave it all up to the installer?

WHY SMART LIGHTING – FOR HOMEOWNERS

Dealer: Smart lighting is more than just controlling the lights in your home; it's about simplifying and improving your lifestyle. Control4 has developed a family of lighting products that makes the lighting in your home “smart”. Individual lights turn on and off when they should, or groups of lights can work together whether you are relaxing, entertaining, cleaning, or anything else.

Demo #1 – Buttons you don't have to push

Dealer: *Or, you can automate the lighting in your home to respond to your life without any touch at all. You never have to come home to a dark house again. Your home looks lived in when you are away. And there is no leaving the porch light on all day.*

- Explain a couple of programming scenarios to your customer.
 - Program a porch light to turn on 100% at dusk, reduce to 35% at midnight, and turn OFF at dawn.
 - During the middle of the night, hallway or bathroom lights can come on to 25% rather than full brightness.
 - Lights can be set to turn off automatically. If leaving on closet, bedroom, or pantry lights all day is a problem in your house, the lights can be set to turn off automatically after 5 minutes, 2 hours, or after a particular time.

Dealer: In addition to programming, motion sensors can be used to **automatically** turn lights on or off based on the occupancy of a room. Indoor and outdoor lights can be activated depending on the time of day, and fixtures can be programmed to always illuminate to 80% for less energy consumption.

- Explain the safety and security benefits of lighting and using the Mockupancy™ feature while away on vacation.

Dealer: Control4 smart lighting can make your home appear occupied while you're away. The Mockupancy driver captures and records the everyday activities of your smart home, then randomly simulates the actives while the house is unoccupied.

- Show how to use the Wake/Sleep Agent on a touch screen to schedule a personalized wake routine.

Dealer: With Control4, you can use lighting to gently wake you in the morning rather than the shrill alarm of your clock. Lights will slowly brighten, and music softly plays while the window shades rise to let in the morning sun.

Dealer: If you have an Amazon Alexa, you can control your lights with just the sound of your voice. Ask Alexa to light the way when you walk into the house with your arms loaded with groceries or ask her to raise the lights when your hands are messy from cooking.

Demo #2 – Set the mood, make a “scene”

Dealer: How Control4 Smart Lighting is controlled—or how a mood is set in each room—is as unique and personal as the home itself and the people who live in it. Each Control4 keypad can hold up to six different buttons with virtually endless possibilities for customization.

Reduce the number of manual steps required to perform a task by creating pre-programmed scenes to set a “mood” for any activity.

➤ Press the *Welcome* Button on the keypad to activate the “Welcome” scene.

Dealer: No more entering a dark home at night. One press of the Welcome Button will warmly welcome you home. Shades open, lights will turn on, and your favorite music will start playing. You can even have the thermostat adjust to a more comfortable level.

Demonstrate the various pre-programmed scenes, explaining the actions that take place.

➤ Press the *Dining* Button on the keypad to activate the “Dining” scene.

Dealer: Call the family to dinner without having to raise your voice. With one touch on the kitchen keypad, all active televisions and media will turn off, dining lights will dim to 50% while the “Dining” playlist softly plays in the dining room. Over a period of a few minutes the remaining active lights in the house will also dim.

➤ Press the *Movie Time* Button on the keypad to activate the “Movie Time” scene.

Dealer: As soon as you press “play” a movie starts, the lights in the room will automatically dim, and the thermostat lowers to a comfortable movie-watching temperature. If the doorbell rings, the movie will pause, and the lights will rise to 35%.

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- Press the **Goodnight** Button on the keypad to activate the “Goodnight” scene.

Dealer: At the end of the day, put the house to sleep with one touch from the comfort of your bedroom. All active zones of audio and video are powered down. The exterior doors lock, and the security system is armed to night mode. A soothing “Bed Time” playlist will softly play in the master bedroom and the house lights will slowly dim to OFF over a five-minute period.

- Press the **Vacation** Button on the keypad to activate the “Vacation” scene.

Dealer: This button can be used to secure your home before leaving it unoccupied for a period. All active video and audio zones are powered down. All lights in the home are turned off. Mockupancy Mode, where lights, shades, and even televisions randomly activate throughout the day/night, is activated to make it look like you are home even though you are away. Motion sensors will turn on lights if movement is detected. You will receive a push notification alerting you of potential activity at home if motion sensors are triggered or a door is unlocked.

- Unlock a door to show how an alert is received if there is a disturbance during “Vacation” mode.

Demo #3 – Beauty and intelligence

Dealer: Rather than an ugly bank of switches to control the lights in a room, a single Control4 keypad—with beautiful colors and finishes and flexible button configurations—provides a stunning interface for any Control4 Smart Home. Customize your lighting to match your home and your lifestyle.

- Point out the features and benefits of a smart lighting keypad.
 - Engravable, backlit buttons allow for quick control of favorite scenes. Everyone in the home will easily know what each button does.
 - Built-in sensors change the button brightness depending on the time of day.
 - LEDs indicate which lights or scenes are currently active. Know if a door is locked, or the garage door has been left open with just a glance.
 - The bottom button can be programmed as UP/DOWN volume controls.
- Point out the multiple color and finish options.

Dealer: Control4 Smart Lighting is available in many beautiful colors and finishes, so you can mix and match buttons and faceplates to harmonize with, not detract from, your décor.

Demo #4 – Control remotely

Dealer: The Control4 App with a 4Sight subscription provides you with secure access to your home from anywhere in the world. You can monitor security cameras, lock the doors, adjust the temperature, close the garage door, and turn off the lights using your mobile device.

- Describe some scenarios where you might need to control the home remotely.
 - Allow access to a service or delivery person while you are away.
 - Close a garage door that has been left open by accident.
 - Activate the Mockupancy feature on your way to the airport.
- Show the Control4 App using a smart phone or an iPad. Point out that the user interface is the same as the on-screen display.

Dealer: The app is intuitive and easy to use for anyone in the family. Everyone can have the app installed on their smart device.

- Show how to use the Control4 App to remotely control devices and monitor the home.
 - Adjust the thermostat.
 - View the security cameras.
 - Turn lights ON/OFF.
 - Close the garage door.

Demo #5 – Adjust Your Own Settings

Dealer: We do the hard work of the professional installation, but with a 4Sight subscription you can further personalize your Control4 System to fit your lifestyle.

- Demonstrate personalization using When >> Then.

Dealer: With When >> Then you have some independence to program the system to work the way you choose, based on actions.

- Finally, show the customer how you can turn everything off with the *All OFF* Button.

Dealer: Once you experience Control4 Smart Lighting for yourself, you'll wonder how you ever lived without it. Let's determine the best way to personalize a smart-lighting system to fit your life.

Demo #6 – Essential Lighting Line

Dealer: If you're looking for something a little more simple, we have lighting dimmers and switches that add smarts at a lower cost. You'd still be able to have lights turn on and off automatically, control them remotely, add other simple automation functions.

- Educate your client on the "Start Small, Dream Big" mentality. "We don't have to go big or go home, we can start here, and add on as you see fit" message will allow you to start with a few Essential Lighting switches for things like the porch light and the main living areas, etc. And then tying in one keypad now or later gives them tons of opportunities in the future.
- Show your client that smart lighting truly is essential. Lighting at a budget-friendly cost that still ties into security systems to make them feel safe, or an easy way to incorporate timers or motion sensors in rooms like closets and bathrooms where families often leave lights on accidentally are all things the Essential Lighting line can tackle.

OVERCOMING OBJECTIONS

Do I really need smart lighting? I can turn them on and off on my own.

Dealer: Remind them that smart lighting offers all kinds of benefits, including energy efficiency, intuitive control that the whole family can use, and more peace of mind. Reiterate the following:

- Never go home to a dark house again.
- Get peace of mind knowing your home looks lived in when you are away.

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- Turn off ALL the lights as you run out the door.
 - Lights don't get left on for hours at a time (even all day)
 - Set the perfect lighting-level for everything—romantic dinners, parties, relaxing, cleaning.
 - It's more than controlling lights—control music and TVs, manage and control and the status of locks and security, and more.

There are many inexpensive DIY lighting control options available on the market today, including smart light bulbs. Why should I choose the expense of a Control4 System?

Dealer: Smart lighting is much more than controlling your lights with an app, though it does that too. With Control4 lighting control you get a smart home, with the ability to control music, entertainment, security and more from a single keypad button.

“Smart” light bulbs may seem like the way to go for inexpensive lighting control, however costs add up when you have to replace all the lightbulbs in a room. With Control4, a single keypad can do it all, no need to replace your current lighting with more expensive bulbs.

This is also great opportunity for you to bring up the factors that are unique to Control4, such as the multiple interfaces that they can use to control4 smart lighting. Explain to them the benefits of a remote that dims the lights while you get ready to watch a movie, the ease of using voice assistants to turn on lights while your hands are full, or even for kids to use, and how using your phone app is an intuitive way to make sure you turned all of the lights off, or that they're on before you arrive home.

SMART LIGHTING IN YOUR SHOWROOM

Product Recommendations

Outfit your showroom with the following products for a comprehensive demonstration of Control4 lighting and one-touch control over all the systems in a home. Incorporate the use of locks, door stations, and additional third-party products based on the responses to the customer questions.

- EA-3 / EA-5 Entertainment and Automation Controller
- T3 Series In-Wall or Tabletop Touch Screen
- 1-2 Wireless Configurable Keypads
- Engraved Keycaps (Welcome, Dining, Movie Time, Goodnight, Vacation, Locks, Garage, All Off, Playlist, etc.)
- Essential Wireless Dimmer or Switch
- Triad One Single-Zone High-Resolution Streaming Amplifier
- Streaming Music Service(s)
- Motion Sensor(s)
- Shades
- 1-2 Lighting Loads/Zones
- Integrated Security System
- Door Lock
- Door Station/Bell
- Television
- Amazon Alexa or Google Assistant (which many find to offer a more natural speaking style)

Programming Recommendations

Set up your button programming to follow the recommendations given in the demo script. Add buttons to “show off” additional functionality available in your showroom.

Welcome – Use this scene to demonstrate what a homeowner may do if they are the first to arrive home.

- A few lights will illuminate to simulate lights turning on in key areas of the home (entry, family room, kitchen, etc.).
- Shades (if available) will raise.
- Stream a favorite playlist in at least one audio zone.
- Keypad LED will illuminate to indicate that the scene is active.

Dining – Use this scene to demonstrate how a homeowner can set the mood for dinner.

- If active, all televisions and media will turn off.
- Dining lights will dim to an appropriate level.

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- “*Dining*” playlist will play softly in the dining room.
 - Lights in other areas of the home will dim.
 - Keypad LED will illuminate to indicate that the scene is active.

Movie Time – Use this scene to start a movie with ease.

- A movie of choice begins to play on the television.
- Lights in the room automatically dim to an appropriate level.
- The thermostat lowers to a comfortable movie-watching temperature.
- If a doorbell rings, pause the movie and raise the lights to 35%.
- Keypad LED will illuminate to indicate that the scene is active.

Goodnight – Use this scene to show how simple it is to secure the home with one touch.

- All active zones of audio and video are powered down.
- The doors lock, and the security system is armed to *NIGHT* mode.
- A soothing Bed Time playlist will softly play in the master bedroom.
- House lights slowly dim to *OFF* over a period of five minutes.
- Keypad LED will illuminate to indicate that the scene is active.

Vacation – Use this scene to demonstrate how make a home look occupied while you are away.

- All active zones of audio and video are powered down.
- Lights are turned off.
- The thermostat lowers to save on energy.
- Doors lock, and the security system is armed to *AWAY* mode
- The Mockupancy feature is activated, randomly activating lights, shades, and even televisions throughout the day/night.
- Motion sensors will turn on lights if movement is detected, and then send an alert.
- Alerts enabled if a door is unlocked.
- Keypad LED will illuminate to indicate that the scene is active.

Locks – Use this button to secure or open the door locks.

Garage – Use this button to open or close the garage door.

All Off – Use this button to demonstrate how to turn everything off with just one touch.

Playlist – Use this button to demonstrate one-touch access to a favorite playlist through a streaming service.